

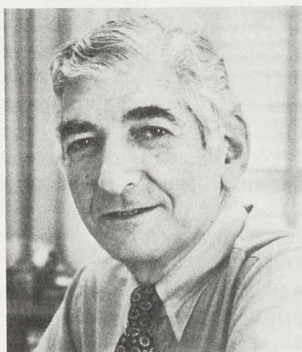
Overseas Press Club Bulletin

VOL. 36, NO. 19
NOVEMBER 1, 1981

52 East 41 Street
New York, N.Y. 10017
(212) 679-9650



Leo Bogart



Kalman Seigel

DON'T MISS THESE DATES AT THE CLUB

Wednesday, Nov. 11, 5:30 p.m.

PIERRE SALINGER

ABC Bureau Chief in Paris
discusses his new book

AMERICAN HELD HOSTAGE

revealing facts heretofore not known
about the secret negotiations during the
Iranian crisis

**RESERVATIONS A MUST — (212)
679-9650**

Thursday, Nov. 19, 6-7:30 p.m.
Twilight jazz

"The Great Buddy Tate and Quartet."
Admission \$5.00. Seating first-come.
No reservations.

Thursday, Dec. 10, 5:30 p.m.
**NEW MEMBERS RECEPTION
AND CHRISTMAS PARTY**
Details in Nov. 15 BULLETIN

To Our Members:

Among the many bills we all are receiving, there are few that have not increased since last year.

However, our OPC annual dues have remained the same, and hopefully will continue to do so.

If you have not yet paid your dues, please send your check NOW and help us keep the line.

Ben Greenwald
Treasurer

Newspapers Remain No. 1 for News

by Kalman Seigel

PRESS AND PUBLIC: Who Reads What, Where, When, and Why in American Newspapers. By **Leo Bogart**. Published by Lawrence Erlbaum Associates, Hillsdale, N.J., 1981. 285 pages.

Leo Bogart is an indefatigable researcher on the mass media. In the *Press and Public*, recently published, the executive vice president and general manager of the Newspaper Advertising Bureau has chosen an opportune time to assess the state of the American press.

At the start of the 1980's Dr. Bogart finds the press at the acme of its power and prosperity, yet in a state of ferment. It faces critical challenges from the electronic media which is flexing technological muscle of incredible sophistication and variety as well as the trauma of trying to adapt to the changing requirements of a public beset by an overweening interest in self.

Despite these formidable challenges, Dr. Bogart does not despair about the future of the American press. He also deserves high marks for the basic conclusion of this revelatory study. Editors' judgments, Dr. Bogart says, should prevail over marketing research findings in determining newspaper content. Editors should be shapers of the public taste, not followers, nor should they turn away from their traditional and fundamental jobs as journalists.

"There will be mounting pressure on editors to adopt a marketing approach," Dr. Bogart writes, "to produce newspapers geared to public demand as inter-

(Continued on page 2)

PRC Journalists

Train in Hawaii

Ten young journalists from the People's Republic of China will participate in a special nine-month journalism training program at the University of Hawaii.

The 10 are the largest group of journalists the People's Republic has sent abroad for training, and the program is the first designed specifically to meet their needs.

Six of the students are from the staff of the *China Daily*, the new English-language edition of the *People's Daily*; two are sub-editors in the international news department of the Xinhua News Agency; and two have been nominated by the Journalism Department of Fudan University in Shanghai.

The students, eight men and two women, are between 23 and 27 years of age; and all are graduates in English from one of three PRC institutions: Peking University, the Peking Institute of Foreign Languages or the Shanghai Institute of Foreign Languages.

All have been awarded fellowships covering their tuition and living expenses. The PRC organizations are providing for the student's transportation to and from Hawaii.

According to Professor **John Luter**, director of Journalism at the University of Hawaii's Manoa (Honolulu) campus, and former president of the OPC, development of the training program was made possible by an initial grant of \$425,000 from the Albert Parvin Foundation of Los Angeles.

The teaching staff for the Fall semester will include Professor Luter; Hobert Duncan, former executive editor of the *Honolulu Star-Bulletin* and now the Governor of Hawaii's special assistant for communications; Charles Frankel, former news editor and now an editorial writer for the *Star-Bulletin*; and David V. Polhemus, an assistant city editor of the *Honolulu Advertiser*.

Frankel is a longtime member of the UH Journalism department's adjunct faculty. Duncan has been to Beijing this past spring to serve as a special consultant to the new *China Daily*. Polhemus holds journalism degrees from Missouri and Northwestern and was a Gannett Fellow at the University of Hawaii in 1976-77, specializing in studies of China.

Paree No More

What She Used To Be

OPC'er Haynes Thompson, now in business in Montgomery, Ala., was a UP correspondent in Europe for a number of war and postwar years. Recently he made "a sentimental return to Europe" and wrote about it for the Montgomery Independent, from which we pluck a few excerpts. Before taking off for Paris, Eva and Haynes lunched at the club with old friends Martha and Henry Cassidy, John Groth and Rob Roy Buckingham.

By Haynes Thompson

The Scribe Hotel, headquarters for the Allied press in Paris during World War II, virtually has been ruined by a complete overhaul, leaving its interior unrecognizable. And the Place Pigalle, once the favorite hangout of American GIs in Paris, is no place to be, even at high noon.

Strolling through Notre Dame and coming upon Birmingham, Alabama's Independent Presbyterian Church choir in full performance in the vast cathedral, proving it's a small world after all.

Running into Montgomerians Sonny and Mots Rainer in front of the Cafe de la Paix shortly after our arrival, proving anew, as the saying goes, that if you sit in the Cafe de la Paix long enough you will see someone you know.

Visiting the grave of old friend Joe Dynan of the AP at the New Cemetery of Neuilly. Dynan, who died of cancer in 1974, shared an apartment with Rod MacArthur and me during the early post-war years.

Coming out of the Metro at the Place Pigalle, en route to the Sacre Coeur Church that sits high over Paris, and being set up for a pick-pocket job. As we ascended the escalator, a man pushed himself between Eva and me, then, at the top, dropped a bunch of coins and stooped to pick them up. This threw me into him, and the person behind into me, and if that's not the classic way it's done, I miss my guess. The hustle failed.

Running into Emile Blanc, the owner of the Royal Lieux, a bar on the ground floor that we used to refer to as the UP's "downstairs office." Blanc was standing out on the curb in front of the bar when he spotted Eva and me walking by in the half darkness of a Paris evening. "Mr. Thompson, Mr. Thompson," he shouted across the crowd. Incredibly, it had been 29 years since we had seen each other. Cognacs were on the house.

Taking a peek into Harry's Bar, on the Rue Daunou, where Americans are still acting out the lost generation of Ernest Hemingway and F. Scott Fitzgerald.

It was time to go home.

NEWSPAPERS (Cont'd from p. 1)

pretended from survey research. Editors have a wide range of options in handling content. Operating within this latitude of choice, editors may do better to exercise their own professional standards, to get where they believe it wisest and best to go, rather than to accept the dictates of what surveys represent to be the reader's wants."

This advice could easily be considered heresy, coming as it does from a man who received distinguished achievement awards from the Market Research Council, the American Association for Public Opinion Research, the International Newspaper Advertising Executives and the International Newspaper Promotion Association.

Newspapers have weathered the introduction of TV well, Dr. Bogart says, but an evolving communications technology is rapidly finding new ways to compete with the newspaper's function as a routine record of the day's events. But "no technological change can even challenge the newspaper's command of big ideas, its traditions of deep inquiry, sweeping synthesis and inspired advocacy," Dr. Bogart writes.

The author does not share the general gloom which too often pervades the discussion of the newspaper's future.

"With a growing, maturing, better educated population, the newspaper's potential is due for a vast expansion," Dr. Bogart predicts. Newspapers are investing hundreds of millions of dollars in new plants, equipment and technology "essential for their future growth in a competitive environment. But a comparable investment is necessary to assure the future of newspapers' principal resources: their circulation and readership."

Here are some Bogart briefs:

- News remains the principal source of reader interest, although many editors have sought to supplement or even supplant it with entertaining feature matter.

- The American public evinces a strong interest in national and international news, although journalists often assume they are most concerned with events close to home. The definition of "local" news has changed as metropolitan populations have spread out from the central cities.

- TV news cannot be blamed for the difficulties faced by some large evening papers. The problems, Dr. Bogart says, are the problems of decaying central cities.

- The failure of certain major newspapers in highly competitive markets is due primarily to a loss of advertising support rather than to a loss of readership.

Kalman Seigel retired recently after 41 years on the news and editorial staffs of The New York Times. He is now George Polk Journalist in Residence at Long Island University and Adjunct Professor of Journalism.

Letters

TEL AVIV — There is a new press association in Israel. Thirty radio, TV and press reporters have formed the Ibero-American Association with the Argentine editor Jacobo Timerman, now living in Tel Aviv, as one of its founders. The journalists work in Spanish, Portuguese and Ladino. Chilean-born Pessah Roffe, who represents Mexican dailies is the secretary. The group has received recognition from the international association of Ibero-American language reporters.

And the Foreign Press Association of Israel under its new president Art Kent, NBC in Israel, has raised its annual dues to \$60.00 per year. U.S. \$ that is.

Israel Shenker, ex-Time man in Moscow, and then on The New York Times staff, is now writing books and magazine pieces in Scotland. His beat includes Europe and the mid-East. Signature magazine sent him to Israel to do a food piece. He visited Latrun, a wine cellar near Jerusalem built on the ruins of a Crusader fortress. It is operated by monks who have taken the vow of eternal silence. Shenker's home in Scotland has all modern amenities, a loch and no television. He is on his fifth book since he left the third floor of The Times. His current book is based on Samuel Johnson and James Boswell.

Johnathan Broder, bureau head in the Middle East for the Chicago Tribune, is including Afghanistan in his beat. Based in Tel Aviv, he will fly to Athens and transfer to PIA to Pakistan. On the flight information board, PIA means Pakistan International Airways, but in the airport bar it is affectionately known as "Please Inform Allah".

The flight lands in Islamabad from where he will hire a cab to drive him to the border at Peshawar where he will check into the Kyber Intercontinental. There he will visit the press offices of several Afghanistan guerrilla groups who will accredit him and allow him to accompany them on their forays into Afghanistan. He will wear the identical native garb that the soldiers wear, conceivably the identical wardrobe worn by Dan Rather.

The three week excursion will cost around \$3,000, all of it paid via an American Express Credit Card. Don't leave home without one, Richard Harding Davis!

—Max Gendel

William T. Brannon, a founding member of the Mystery Writers of America and one of the most prolific writers of mysteries and crime stories, died in St. Petersburg, Fla., July 30. He was 75. Perhaps his most popular book was "Yellow Kid Weil, a Biography of America's Master Swindler." Published in 1948, it was for 16 weeks on The New York Times Best Seller list.

Obituaries

Caroline B. Klesh, who had been editor and publisher of two Long Island weekly newspapers, the *Massapequa Observer* and the *Farmingdale Observer*, died Oct. 8. She had also headed during the 50's Klesh & Klesh Consultants, a public relations firm on Long Island, and in recent years had been a personnel consultant in New York City.

In 1966, she won first place for excellence in news reporting, editorial and photography in the New York Press Association competition. She was also a member of the Foreign Policy Association.

William J. Clew, who had been managing editor of the *Hartford (Conn.) Courant* to cap a 50-year service with that paper, died of cancer Feb. 16.

William G. Hetherington, a sports writer and foreign correspondent for the *Newark (N.J.) News* and later head of his own public relations firm, died Aug. 8. He had also been Middle East news chief for the U.S. Office of War Information.

Buddy Tate, Jazz Great, Plays OPC Nov. 19

Buddy Tate, the veteran tenor saxophonist whose artistry in the jazz world is recognized internationally, will have the lime-light at a twilight jazz session with his quartet, Thursday, Nov. 19, from 6 to 7:30 p.m. Admission is \$5.00 with seating on a first-come-basis.

Over the years Tate has appeared a number of times at OPC concerts. His quartet at this event will feature Jim Roberts, on piano; Eddie Locke, drums; Ted Sturgis, bass.

Born in Sherman, Texas, Tate's ten-year tenure with Count Basie established him as one of the foremost on the tenor saxophone. His brilliance is well known and recorded with the greats in jazz — Andy Kirk, Lucky Millinder, Hot Lips Page, Buck Clayton, Stan Getz and a host of other headliners in jazz here and abroad. His current album, "The Great Buddy Tate" for Concord Records, reflects the richness of his long and distinguished career and his very special strong individuality.

The OPC jazz committee hosting: **Wilma Dobie**, chairman; **Jerry Bissell**, co-chairman; **Jane Jarvis**, **Ben Greenwald**, **George Burns**, **Robert Sheridan**, **Ernest P. Quinby**, **Gloria Watson**, and **Sol Zatt**.

Roxane Kamenstein, an OPCer who won awards for her fashion designs, died July 18 at University Hospital in New York. She was 72 and had lived in Miami Beach.

In addition to designing clothes, Mrs. Kamenstein wrote a column on sewing for the AP and a number of books on sewing. she was a winner of the Coty Award.

Surviving are three sons, a brother, three sisters and four grandchildren.

Rhea Clyman, who had reported major events from inside Nazi Germany, died in New York July 9 after a long illness.

New Applications

ACTIVE NONRESIDENT

Jay A. Brown, Editor, Cineman Syndicate
Sponsors: *John Groth, Harry C. Levin*

ASSOCIATE NONRESIDENT

William F. Vartorella; Dir. of Marketing, Shenandoah Magazine
Sponsors: *Jeffrey Wexler, Thomas D. Yeago*

ASSOCIATE OVERSEAS

Glynis Leta Esmail, Public Relations Mgr., Sheraton-Hong Kong Hotel
Sponsors: *Thurston Macauley, Doris Macauley*

New Members

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Thomas L. Friedman
Dorsey W. Woodson

ACTIVE NONRESIDENT

Don Wright

ACTIVE OVERSEAS

David H. Minthorn

REINSTATED

ACTIVE NONRESIDENT

Harry Welker

ASSOCIATE NONRESIDENT

Frederick G. Harmon

Placement

1. Connecticut-based management consulting firm seeks business-writer for its Personnel & Pension Consulting Services to write and produce booklets, folders, audio-visuals, letters, bulletins, and to conduct interviews to sample employee opinions, preferences. Must have college degree, business-writing experience, strong interpersonal skills. Salary: \$35,000-\$45,000.

2. Speech-writer needed by industrial corporation for executive level on company policies, business, economics, high technology products. Must have 7-10 years' previous experience. Excellent re-location package offered. Salary: \$50,000.

3. Major public relations agency, New York City, seeks Account Supervisor/Client Services to handle brokerage account. Must have financial experience with solid knowledge of Wall Street. Salary: \$35,000-\$40,000.

4. Pharmaceutical corporation needs Director of Information Services to build/manage programs on

treatment of major diseases, and be official representative to major health-care organizations. Must have 5-10 years' background in public relations, public health, communications or news media. Salary: \$40,000-\$45,000. Interview and relocation expenses paid.

5. Fortune 300 company based in Manhattan seeks manager, Corporate Communications. Write speeches for top executives, press releases, kits. Must have background of similar corporate experience with knowledge of financial PR and in-house publications. Newspaper background a plus.

Address replies to *Helen Alpert, OPC Placement, or to Lynda Michaels, Corwen Associates, 527 Madison Ave., New York, NY 10022. Phone: (212) 753-0157.*

SIGN UP A NEW MEMBER

Modine Manufacturing Company

is one of the nation's largest producers of radiators for automobiles, trucks, and farm and construction vehicles. Modine is also a major manufacturer of heating, air conditioning and ventilating equipment for industrial and commercial buildings. The company is preparing for future growth with an aggressive new product development program.

*Helping tell the story of
Modine Manufacturing Company and other
business leaders is the business of*

Burson-Marsteller

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OPC BULLETIN

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Irvin S. Taubkin, Editor; Helen Alpert, George E. Burns, Rosalind Massow, Rosalind Moore, Charles J. Schreiber, associate editors.

Who, What, Where

By Rosalind Massow

ADVENTURE . . . Irene Corbally Kuhn, founding OPC member, fulfilled a lifelong ambition this summer, she "did" Alaska and completed her record for visiting every State in the Union. Irene made the trip on the Sagafjord and was able to get a close up view of the mighty Columbia Glacier in Prince William Sound. Her view from the bridge — whales, sea otters and the thrill of seeing blue and white chunks of ice come crashing into the water from the icy cliffs . . . And from another part of the country, **Harry Rand** reports his white water experience on the Colorado River. With wife Louise and their 12-year old granddaughter, Heather, the trio rode a motorized pontoon raft for 300 miles from Lees Ferry to Lake Mead in the Grand Canyon National Park. They rode out 200 white water rapids by day and camped out in sleeping bags at night.

TEXAS TALES . . . While autographing copies of his novel "Operation Narcissus" in a Houston bookstore, **Barney Oldfield** reports he was approached by a man who gave him his card and said, "I live up Dallas way". The card read J.R. Ewing. It was his real name!

ASSIGNMENT IN CHILE . . . Howard Kany and wife Rita, on three-month advisory project in Chile, will work with the Corporacion Amigos del Arte, privately endowed by the International Executive Service Corps, the project deals with communication and fine arts. This is Kany's sixth such assignment since 1974.

SHORT TAKES . . . Werner N. Brandis, consulting editor for World Broadcast News, in Geneva for conferences of International Tele-communications Union . . . after two hospital stays, **Dorothy Ducas** is back on her feet and expects to attend National Conference of PRSA in Chicago, early November . . . **Bruce Dunning's** new address in China, — CBS News, Qianmen Hotel, Yongan-Lu, Beijing . . . Late October will find **John Sattler** in Madrid for board meetings of the International Public Relations Association . . . **Stafford C. Davis** played host to Amb. Philip Habib in Tulsa recently. Pres. Reagan's special envoy addressed a fund raiser for the Sickle Cell Anemia Research Fondation and a luncheon meeting of the Tulsa Committee on Foreign Relations . . . Gerald M. Costello, new chief of staff for the New York Archdiocese's "Catholic New York," a brand-new publication.

Moana Tregaskis, from idyllic Hawaii after long stints in Asia, writes of a couple of months just spent in Tahiti "where nobody voted to discard Giscard." She found the lifestyle she once knew disappearing more rapidly than could have been predicted. "Not that television has settled in," she reports, "the old himeni (hymn) singing houses have fallen into disrepair and the close harmonies that used to soar out each night, are silent. Instead, people sit grumbling, yet glued to the one government channel. This happened within a two-year period." Yet if one wants an "unspoiled holiday," the primitive out islands number in the hundreds so the charm and beauty go on.

Oeveste Granducci has joined the staff of Avery Advertising, St. Thomas, USVI. Granducci — a 20-year resident of St. Thomas — is a graduate of the Ohio State University School of Journalism and formerly a senior staff member of the Kiplinger Washington Letters. In the Virgin Islands he has been AP correspondent, director of the Commerce Department Division of Water Sports, press secretary to Governor Melvin Evans, director of community relations of the Legislature, and most recently special assistant to Senator Addie Ottley.

"Export is good business," says Peter F. Greene in a new handbook intended to make the business easy to understand. Into it he has put 30 years of experience in the field world-wide, 14 of them as editor and publisher of Dun & Bradstreet's "Exporters Encyclopedia." Publisher is Market Entry, New York, New York.

EAT, DRINK WITH US AT OPC!

Overseas Press Club of America, Inc.
52 East 41st Street
New York, N.Y. 10017

Washington Ticker

by Jessie Stearns

Vera Glaser, after 12 years at Knight-Ridder Newspapers as a national correspondent, moved over to the *Washingtonian* (D.C. monthly), as associate editor.

Mike Michaelson spent a career of 30 years with the U.S. House of Representatives Radio and TV gallery and called it quits on Oct. 1. He is joining the Cable Satellite Public Affairs Network (C-Span), the local cable firm which sends televised coverage of daily House sessions across the nation. The House has gavel-to-gavel coverage and no editorials.

The Senate has approved installation of color TV, but it hasn't yet been installed.

Michael Marlow returned to Washington from United Nations public affairs in New York City. He is back with the Agency of International Development, as special assistant to the Director.

National Press Club campaign for new members has brought in 225 new members. Seth Payne, McGraw Hill, headed the drive.

Former President Jimmy Carter changed the name of U.S. Information Service in 1978 to the U.S. International Communications Agency. President Reagan has asked Congress to change the name back to U.S.I.A., the name it carried for 25 years. ICA was confused with other government agencies like CIA.

My apologies to John H. Sweet, chairman, *U.S. News & World Report*, for "retiring him." James H. McIlhenny, president, advised, "Mr. Sweet has been a major contributor to the direction and destiny of our company for many years and will continue in that position for some time to come."

